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EXTENSION SERVICE

C. W. WARBURTON, *Director*

C. B. SMITH, *Assistant Director*

TOMORROW . . .

NOW that you know what is in this issue, let's take a glance at what's ahead. The December REVIEW will have a number of significant stories for extension agents. Among them are:

ADMINISTRATOR or educator, a discussion of extension problems by Director Crocheron of California.

. . .

IDAHO'S Big Weed Program, relating how that State is doing away with weeds on a big scale made possible by W. P. A. cooperation.

. . .

COMMUNITY activities of home demonstration clubs, reviewing the work carried on in various parts of the country.

. . .

MARKETING feeder cattle in the wide-open spaces of Nevada where individual operations are large and communication is limited.

. . .

FINGERPRINTS of progress, showing graphically some of the advances of the Extension Service during a 10-year period.

. . .

CHRISTMAS spirit appears in the story of Massachusetts 4-H club boys selling Christmas decorations, Colorado home demonstration women decorating the town with Christmas greens, and a picture page showing Extension Christmas activities.

. . .

On the Calendar

National Club Congress and International Livestock Exposition, Chicago, Ill., November 27-December 5.

American Vocational Educational Association, San Antonio, Tex., December 2-5.

American Farm Bureau Federation, Pasadena, Calif., December 9-11.

Great Western Livestock Show, Los Angeles, Calif., December 14-19.

American Sociological Society, Chicago, Ill., December 28-30.

American Association for the Advancement of Science, Atlantic City, N. J., December 28-January 2, 1937.

National Education Association, Department of Superintendence, New Orleans, La., February 20-25, 1937.

American Educational Research Association, New Orleans, La., February 20-25, 1937.

THE LAND-GRANT COLLEGES AND NATIONAL FARM POLICIES

WHEN the land-grant college was created under the Morrill Act of 1862, there was no Department of Agriculture but merely an office which later became a department. The colleges developed irregularly until 1887 when Congress passed the Hatch Act, establishing research work with the view of increasing the fund of knowledge available to farmers and for teaching in the colleges.

. . .

THE experiment stations then began to issue more reliable information which was supplemented and enlarged by research information issued by the United States Department of Agriculture. The trend of development was such as to keep the development in the States and in the Department of Agriculture closely associated.

. . .

IT WAS only natural, therefore, that the extension work of the colleges and of the Department should tend to be unified. The Smith-Lever Act of 1914 embodies more fully than does any act up to that time the American philosophy applied to the economic welfare. Extension work under this act was to be conducted both as a Federal and as a State activity but was to be so handled as to prevent conflict and confusion. At the same time there was to be a minimum concentration in the national capital and a maximum of development and use of local leadership. This is practical democracy.

. . .

THE operation of the Extension Service under the Smith-Lever Act during the past 22 years has created throughout the United States a feeling of

D. W. WATKINS

Director, South Carolina Extension Service



confidence and respect for this type of leadership. Farmers have come to rely upon the county farm demonstration agent, and back of him upon the State agricultural college and the United States Department of Agriculture. They have not regarded these institutions as separate and distinct from each other. Operating together, these agencies have made a place for themselves in the regard of American farm people.

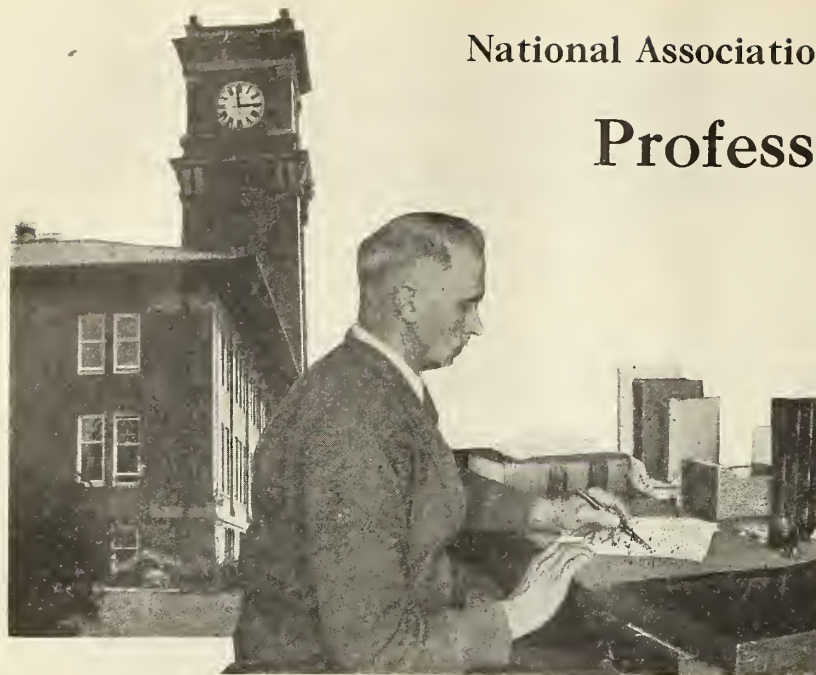
. . .

SOME fine work has been done by various Federal bureaus on the agricultural problem. The best work has been done by those bureaus which have conformed to the principle of States' rights and democratic procedure by approaching the local citizens in the States through the land-grant colleges. Independent Government bureaus in the agricultural field, operating directly out of Washington, ignoring the land-grant colleges in the States, in the long run will become a tax upon the good will created by those agencies which have been established jointly by the Department and the colleges. As rapidly as possible all such agencies should be closely affiliated with those who feel local responsibility and also maintain the viewpoint of national welfare.

. . .

AS THE land-grant colleges were established in the first place to train young men, later to

(Continued on p. 166)



National Association Recommends

Professional Training for County Agents

AN ENTIRELY new approach to the problem of providing county agricultural agents with both an opportunity and an incentive to participate in advance study, one that would seem more practical from the standpoint of the agent, was recommended to the National Association of County Agricultural Agents at their 1935 convention by H. E. Abbott, county agricultural agent of Marion County, Ind., and his special committee on professional training. Mr. Abbott served as chairman of the committee from 1930 until last year, when he was elected president of the national association.

Committee Studies Plans

His committee, after nearly 5 years of grappling with the problem, found that the best way to insure the security of the profession of the county agricultural agent is to improve the work being done, thus making the profession indispensable to the satisfactory progress of any county's agriculture.

The committee had carried on research among the various State extension organizations, studying the professional status of its membership at large and planning ways and means for obtaining advanced study. Since 1930, annual reports have been made of the progress that many States were making in this particular field of endeavor. Based on the conclusions of intensive research that was made throughout the country, undergraduate and graduate courses were outlined and subjects suggested to agents

Much has been said about professional improvement and advanced training for county agents in the last few years. The National Association of County Agricultural Agents, having given the matter a great deal of study, comes forth with this practical plan.

that might be most advantageously pursued in order for them to improve their ability and capacity to do the job.

With all the earnest efforts put forth by this group of pioneering committee members during that period, it was generally agreed last fall that the reason why comparatively few agents ever interested themselves in advanced or graduate study was because such plans previously recommended by the committee were not practical from the standpoint of the agent.

"The principal difficulty in the past seems to have been that agents doubted the advisability of leaving their counties long enough to take graduate work", stated Mr. Abbott in making his report before the last convention of the N. A. C. A. A. "Therefore, we offer a new plan which has possibilities of being adopted in several States."

"This new plan", Mr. Abbott added, "is designed to become a part of the agent's regular program and will allow him to remain on the job while a program of professional improvement is being pursued and even while graduate credits are being obtained."

Briefly, the plan recommended was:

First, that some important problem be selected, which would be a major part of the extension program, under the direction of an extension or graduate-school supervisor. In connection with this problem, on which records of results would be kept and data compiled of sufficient completeness to be accepted as a graduate thesis, surveys would be made and a project set up.

Secondly, a representative of the graduate school would meet classes of interested agents at regular intervals at designated points in the State to aid them to study in a group the problem selected. As many as one-half of the number of credits required for a master of science degree might be obtained in this manner, and the research at the same time would greatly increase the effectiveness of the respective county extension programs.

Thirdly, after such preliminary work had been completed, it would be necessary for the interested agents to obtain the additional credits for their advanced degrees, which might be of special interest in their plan of study, by residence attendance at the school administering their work. Such a period of residence should not exceed one semester or two 6-week courses or four 3-week courses.

Recognition for Distinguished Service

"The committee believes", continued Mr. Abbott, "that agents who make special efforts toward professional improvement should be recognized by the N. A. C. A. A. and that such recognition may induce others to adopt such plans. Therefore, we propose that, beginning next year, our association present distinguished-service certificates to all agents who may qualify under certain requirements."

(Continued on p. 172)

Delaware County Gets Results in Planning and Soil Conservation by

Coordinating County Resources



**RUSSELL E.
WILSON**
County Agricultural
Agent
Kent County, Del.

OF THE many programs which have been placed before the farmers in Kent County, Del., in recent years the agricultural planning project seemed to have a greater appeal than any other program for the balancing of production along with the improvement of soil fertility. The reason for this attitude among farmers is that this program is based upon such factors as balancing production, soil conservation, maintenance of soil fertility, and the most profitable utilization of land. All are essential if agriculture is to be put on a more equal basis with other industries.

Before planning an agricultural program for the readjustment of farming practices, the production of crops and livestock in accordance with market demands, and the proper maintenance of soil fertility, several conferences were held in the county extension office with representatives of the Extension Service of the University of Delaware.

Data Studied

Statistical data, including charts and maps showing the trends of crop and livestock production, farm population, acreages in farm crops, home-grown food consumption over a period of years, and the value of all commodities produced in the county, were submitted for study and as a guide in developing the county program.

In all the program planning, however, it has been kept in mind at all times that any recommended changes in the accepted system of farming in this county will come about only as a long-time measure, and results cannot be expected immediately in the solution of our complicated agricultural problems. All factors relating to agriculture were carefully considered before any definite practical recommendations were offered in the diversion from our present methods of farming.

Following these extension conferences, the next step was the selection of a

county program-planning committee to assist the county agent in drafting certain recommendations based upon all available statistical data. This committee for Kent County was composed of 19 farmers who were selected as representative producers of the various crops and livestock. The leading agricultural organizations, crop-control associations, and banks were also represented. At the call of the county agent this committee met at Dover and discussed in detail the economic factors which might affect any proposed changes in our old established system of farming and considered these factors in planning the readjustment of farming practices for the improvement of agricultural conditions within the county.

With the assistance of the members of this program-planning committee, the county agent scheduled a series of six

the opinion that the fertility of the land had been decreasing and that more plowable pasture and fallow land should be planted to soil-improvement crops. The advisability of reducing by at least 10 percent the acreage of cultivated and small-grain crops and the seeding of this adjusted acreage to legumes or other soil-building crops was also recommended.

News Articles Published

The local press gave excellent cooperation to the series of news articles prepared by the county agent. This was the chief method used in placing information before the public. The frequent visits to newspaper plants and personal conversations with editors also aided materially in gaining a clearer understanding of the problems involved and a more sympathetic attitude toward extension work.



The Kent County Planning Committee at work.

community meetings at which were presented for discussion the recommendations of the county committee. Although these discussions covered a wide field of subjects connected both directly and indirectly with this program, there resulted certain recommendations which were more or less common to all sections of the county. In general, the farmers were of

The final step in program planning was to call another meeting of the county program-planning committee to cooperate with the county agent in the preparation of a report on a long-time basis with reference to the adjustment of crops and livestock to conform to our rapidly changing agricultural conditions. This

(Continued on p. 175)

Does a Thriving Business

ON THE SIDEWALK in front of a market in Fayetteville, Ark., a painted wooden figure of a neatly dressed little woman with a basket on her arm, holds a placard reading Farm Women's Market. She is showing the way into the Washington County Farm Women's Market which has operated every Saturday since its opening in February 1932.

Thirty women, assisted by Home Agent Harriet B. King, organized this market. Most of them still continue to sell. The membership varies from 29 to 35 women. Any woman in Washington County may sell in this market, if space is available, by paying dues and booth rent of 50 cents a week. The booths, chosen by lot, bear the names of the operators and their specialties for sale. All booths must be filled every Saturday. If a member is to be absent she sends her produce to the market and someone else sells it for her at a charge of 15 percent; 10 percent goes to the salesperson and 5 percent to the association. In addition to the usual officers of president, secretary, treasurer, and the board of directors, there is a price-fixing committee consisting of three members, who ascertain the selling prices of the market commodities to compete with other stores. There is also an advertiser who has charge of the advertisements in the daily and weekly newspapers. These advertisements list the different kinds of vegetables, meats, dairy products, canned goods, and baked goodies for sale.

The market itself is its best advertisement. The customers have been as consistently regular as the sellers. Everything is so well kept and attractive that the purchasers buy with complete confidence. Products are always well graded, and all meats and prepared products are kept under glass and wrapped in cellophane. A visitor from California continues to order "Ozark sorghum" and a New York customer reorders hominy.

Many of the women develop specialties. During last Christmas season, one member made a success of selling pine-needle baskets that she had made. A number of the women specialize in fresh, infertile eggs. White eggs are the best sellers, and on good days 85 to 90 dozen are sold. One member sold 80 pounds of sausage in 1 day. Another "specialist's" sale of dairy products ran nearly \$350 for

a 4-month period. On 4 Saturdays one woman sold \$100 worth of fryers. During the spring season this same woman specializes in flowers, bulbs, and shrubs.

The women at the market specialize in certain wares, and cooperate in selling those of their neighbors. After 5 o'clock they have a "swapping hour" trading the unsold articles among themselves. The fresh-dressed chickens, if not

swapped, are taken home and canned in pressure cookers.

On an average Saturday the market takes in more than \$150. Daily sales for one person sometimes amount to \$35 to \$40. The total yearly sales have ranged from \$8,226, in 1934, to \$8,508, in 1935. The women have estimated that their average profit for both years approximated one-third of the gross income.

This money has been expended for the most part on home improvement such as repairing and painting, installation of water and bathrooms, or to pay taxes. Of course some has been used for clothes. This may partly account for the well-dressed, cheerful, happy group of market women.

Appeal to the Heart "H"

WE SEE and hear many stories about the head, hand, and health H's in the 4-H symbol. Very little evidence comes to light of what club members are doing to weave the heart H into their lives. Here is a moving letter which exemplifies the spirit of the heart H. It comes from Frances Hartmann, a 4-H girl from Andover, Mass., and was sent to the REVIEW by George L. Farley, Massachusetts club leader, to whom it was written. The letter is a challenge to those whose heart H may have remained dormant:

"Four years ago when I had just lost my own leg I was naturally interested in a clipping that was sent to me about a girl in Texas who had lost her leg and wanted someone to write to her. I wrote to her as did many other young people. She passed my name and address on to other people all over the United States who in some way or other had lost a limb.

"Soon I was writing to many unfortunates, among whom was a young married woman of Chicago who was born without any right arm. Not long ago she wrote and asked me if by any chance I listened to a program for 'shut-ins' over a New York station. As I couldn't seem to get the station, she gave the announcer my name and address, and soon I had another interesting correspondent.

"Last Thanksgiving, while this man, 'Ken', was putting on a show with a group of actors at a public hospital he met Miss Millicent Andrews, a young woman who, because of diabetic gangrene, had lost, one after the other, both of her arms and legs. She has only the 4-inch stump of her right arm and is absolutely helpless. She cannot even sit up but has to lie flat on her back, unable to move

unless a nurse or doctor turns her over. When Ken wrote and told me about Millicent I told him that if he would give me her name and address, I'd gladly try to write to her each week. Ken has been kind enough to write letters for her to me whenever he can find time to run over to the hospital. You see, she is in a public hospital and has no family. She is 26 years old and has been in the hospital helpless for more than 3½ years. Before she was taken sick she was on the stage.

"In one of her letters to me she told me that she had to be kept in flannel all the time and that the regular hospital garments were very uncomfortable, always wrinkled under her back and were miles too big for her. As I had told her that I was a 4-H sewing leader, she asked me if I could give her a suggestion as to how she could have some nighties made that would cover her completely and not be too large, yet still be easy to get into. One of the nurses gave me her measurements, and I got some flannel; and after much scheming and planning I made her a pretty little nightie—more like a little dress—that just fitted her. It buttoned at the bottom like a baby's bunting and was opened a little at the neck, and the rest was sewed up completely so that it encased her like a bag. She was very much pleased with it and wore it for the first time at Easter.

"When Miss Bisbee, our clothing-club leader, heard about Millicent, she very kindly offered to get me some cloth, so the next time she went to Boston she got enough for me to make two more dainty nighties for Millicent.

"Well, Uncle George, that is the story of Millicent Andrews, and I certainly hope you have found it interesting."



The charm of an old Colonial home remodeled in the Better Homes Campaign.

AFTER another successful better-homes campaign, home demonstration agents in Tennessee are of the opinion that the results have amply justified the intensive effort required. The movement has given impetus to the regular work on kitchen improvement, refinishing furniture, and other home-improvement projects. It has brought the work of the Extension Service to the attention of many people who otherwise would not have come in contact with it; and it has given the agents a chance to cooperate with organizations working in the community for the betterment of the home, and thereby accomplished more than could possibly have been done without this cooperation.

Last year 91 county chairman organized their respective counties, and 85 of these chairmen turned in good reports. Working with the chairmen were 1,600 community chairmen. Lillian Keller, home-management specialist, served as chairman for the State, and each of the four district agents served their districts as chairmen of the better-homes campaign. Home demonstration agents and county agents actively supported the work locally.

It is impossible to adequately measure the results of such an effort, for some of the best work was done where no reports were sent in; but it is significant that 63,628 Tennessee homes reported some improvement made during the campaign. These improvements include 2,495 new houses built, 4,260 new rooms added to old houses, 7,733 homes which added a new coat of paint, as well as the other less expensive improvements such as play

Better-Homes Campaign

Gives New Impetus to Tennessee Home-Improvement Program

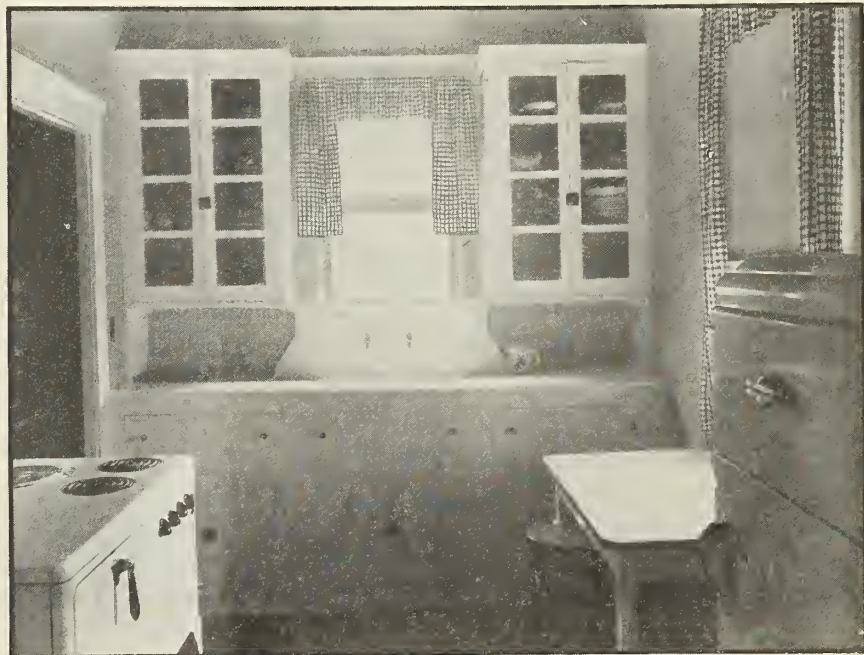
yards, out-of-door living rooms, walks and drives, shrubbery, gardens, sanitary toilets, and other things which add to the comfort or the beauty of the home.

In addition to the individual homes, the clean-up, fix-up spirit spread to the community, and more than 1,500 school grounds were graded, planted, cleaned up, or improved in some way. More than 1,600 churches were given more beautiful surroundings, as well as 1,072 cemeteries and 571 highways.

Bledsoe County aroused a great deal of enthusiasm for the community improvement. A big May Day festival in Pikeville called attention to the betterment of the home by floats and a pageant showing the development of homes and farms from Indian days to the present.

and Professional Women's Club is getting equipment.

In Franklin County the mayors of the four principal towns, in an official proclamation, set aside a "clean-up and paint-up week." More than 700 yards were cleaned up and 73 houses painted. The county chairman, in reporting the campaign and its goals says: "We tied together gardening, nutrition, and foods, child welfare, landscaping, and home improvement in our campaign. We tried to educate the public to the close correlation between home, health, the farm, and community cooperative enterprises. The features of the work in Franklin County which created the most interest were kitchen improvement, sani-



One of the all-electric kitchens arranged for washing the dishes in comfort. Work from right to left

A community playground was developed from an old junk yard in the middle of the town. The lot was donated; the C. C. C. boys hauled away the junk; the county leveled and graded it; and the Business

tation, and the proper color treatment of walls and ceiling for better light."

During better-homes week 198 demonstration houses were open. Many counties had tours to visit improved homes

and lovely gardens. In some counties this was the first tour of the kind and created more interest than any feature of the campaign because "seeing is believing."

The improving of farm kitchens has been one of the major projects with Tennessee home demonstration agents. Kitchen improvement was discussed at all home-demonstration club meetings during the campaign, the kitchen usually being one feature of the tour. As a result, more than 19,216 kitchens were changed in some way to add to their convenience and comfort, and 3,677 homes provided better storage space for their canned products.

The reconditioning of furniture has been a project with extension workers, and during the past year more than 20,000 pieces have been reconditioned.

Being in the T. V. A. territory, electricity was of great interest, and 4,422 homes reported electricity installed for the first time. In addition, 3,434 put running water in the kitchen, and 2,089 built new bathrooms.

Negro Homes Improved

Negro home demonstration agents and Negro chairmen were very active in the campaign, with 4,452 Negro homes reporting some improvement. The home demonstration agents acted as better-homes chairmen. More than four times as many Negro homes were reached in 1936 than in the 1935 campaign.

Information obtained from the Federal Farm Housing Survey was very useful in planning the work and in the publicity given. Because, as Miss Keller says, "the housing survey found that many rural homes have 'Queen Anne fronts and Mary Ann backs', the first question on the report was 'Have you improved your back yard?'" When the reports came in, 51,541 homes answered this question in the affirmative. The survey showed that about one-third of the homes visited had no kind of clothes closet or storage space. Clothes were hung on the walls, kept in boxes, or in old-fashioned wardrobes. This year 5,316 new clothes closets were built, and last year 2,251 added clothes closets.

The campaign gave a fine opportunity to call attention to home-improvement work through exhibits in store windows, posters, contests, and tours. The press was glad to print articles about better-homes work, for it supplied much good news. More than 11,324 column inches were printed in local newspapers in addition to articles in State and national publications. Civic organizations, the parent-teacher association, retail credit associations, chambers of commerce, and garden clubs all cooperated wholeheartedly. The T. V. A. and Rural Resettlement organizations actively worked with the better-homes workers, and the C. C. C. and N. Y. A. helped with the work, especially on community projects.

Several new features in this year's campaign were a planned community night and stay-at-home night in each community during the better-homes week. Merchants were invited to go on the tours this year and thus became more interested in helping. Each community was also asked to adopt a community flower and to plant it as extensively as possible.

The features of the campaign which created the most interest were the demonstrations of electrical equipment and good lighting in the home and the opportunity of visiting other people's homes where some improvements had been made.

Tennessee has found that intensive cooperation on the better-homes work during the time when other organizations are bending their energies toward the same end produces results in home demonstration work.

Land-Grant Colleges and National Farm Policies

(Continued from p. 161)

cooperate with the Department of Agriculture in conducting research, and still later to participate within the State in a great national program of agricultural education and improvement, these agencies are the logical ones to head up the various State programs for agricultural improvement, and they may be relied upon to maintain cooperation with organizations of farmers. They will, at the same time, keep before the people in the different States the various phases of programs which, taken together, constitute the gradually evolving national agricultural policy.

Former 4-H Club Members Prefer the Farm

Nearly half of a group of boys who have been active 4-H club members are now farming on their own, according to a study of the present-day occupations of 874 men and women in the North Central States who were active in club work during the years 1914 to 1928. The study was made by R. A. Turner, agent in club work for the Central States. Among the boys 44.69 percent are now farming, while the next largest group, 11.54 percent, are extension workers, and 10.80 percent are still in college.

Among the 337 girls whose occupations were checked, much the largest group, 36.79 percent, are homemakers. There is a larger percentage of teachers among the women than the men, with 21.06 percent of the former club girls teaching and 7.63 percent of former club boys teaching. About the same proportion of girls are in extension work, or 11.27 percent of them.

Other groups which rank high among the boys are 5.21 percent in commercial work relating to agriculture, 2.23 percent in the other professions, and 2.79 percent in business positions. Among the girls, 5.04 percent are staying on the home farm, 2.67 percent are nurses, and 4.45 percent have clerical positions.

In compiling the list Mr. Turner used a list of club members who had been particularly active in club work between the years of 1914 and 1928 which he had on file in his office. These were sent to the club leaders in the Central States

who reported the occupations, if known, and added any other club members of the period whose present occupation they knew. One thousand one hundred and thirty names were submitted to the States, 756 boys and 374 girls. Club leaders reported on 874 persons—537 boys and 337 girls. The States reporting on the largest number were Nebraska, reporting the occupations of 245 former members; Wisconsin, 121; and Minnesota, 110.

The States taking part in the survey were Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

Growth and Greater Service

Find the Extension Worker in Need of More Office Space

THE volume of work and the number of contacts made through the county extension agents' offices have been constantly increasing. The increase has been directly proportional to the growth of interest in agricultural activity. It has required more space to carry out the programs of the various cooperating agencies that have leaned heavily upon the experience and trained personnel of the Extension Service.

In 1930 there were approximately 2,750 extension offices in the agricultural counties of the United States. This number increased by 1935 to almost 3,500. The need for more office space is emphasized by the 24,075,194 personal office visits made in 1935 as compared with 4,317,707 made in 1930. The average increase per office, based on the difference between these years, was about 5,650 calls.

Increase in Correspondence

During 1935 office help, which required additional space, prepared 6,802,136 more individual letters than were written in 1930, when the total was 4,501,988. This averages almost 2,000 more letters per office. There was an increase of 100,000 different circular letters prepared in 1935 over the figure of 214,561 for 1930. It required space for equipment to do this job. Telephone calls in county agent offices increased from 3,015,707 in 1930 to 7,402,469 in 1935, an increase of more than 1,250 calls per office. Almost double the number of bulletins were distributed, increasing from 6,657,561 in 1930 to 11,315,149 in 1935.

These figures do not include the files and filing operations necessary in handling the agreements made with cooperating farmers under the provisions of the Soil Conservation and Domestic Allotment Act, nor does it include the meetings of farmer committees working with the agents. All of these functions require space, and the need has become increasingly great. In 1930 the extension office in the county might have one clerk and one to three four-drawer files. In 1935 it was common to see 10 or 15 clerks and dozens of files in the county agent's office, all of them necessary in the efficient management of his office. They moved into

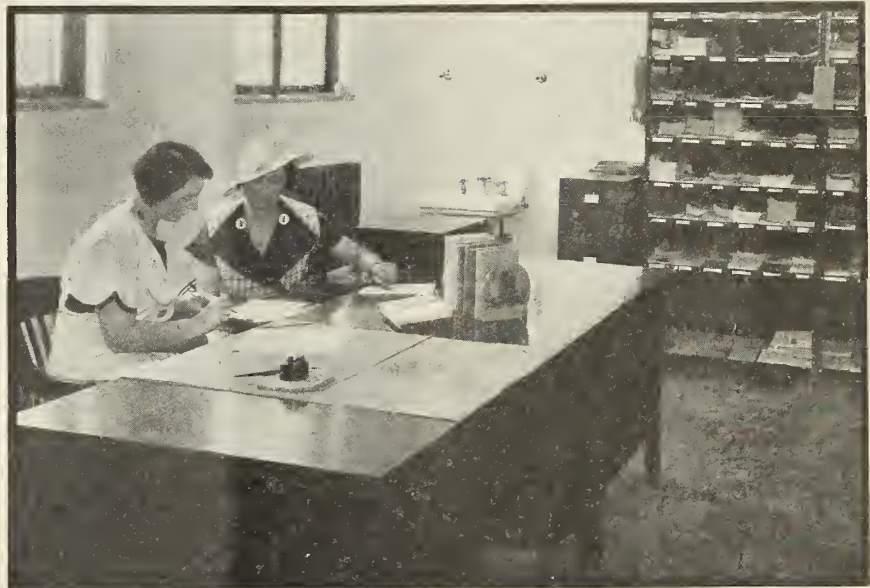
hallways, in fact into any place that afforded sufficient space for storage and work.

As extension work has grown it has been necessary to make a continuous search for space to provide more adequate facilities for serving cooperating farmers. As an illustration, take the experience of a county agent and a home demonstration agent in a southern county. In 1932 these extension agents moved into new offices on the second floor of a newly constructed post office. The two rooms seemed ample for the immediate need and apparently provided for some growth. However, the story has been changed during 1934, 1935, and 1936. With the stimulated interest in agricultural programs the offices have been jammed, and at

ment and the Department of Agriculture. Extension agents are representatives of the Federal Government and, with more than 16 other groups, are considered in the matter of space allotments in contemplated buildings.

The Extension Service, through the Department of Agriculture, is notified of contemplated Federal buildings. Inquiry is then made of State extension directors as to whether space in these buildings is needed for the regular extension activities of county extension officers. Requests for space are forwarded through the Department to the Procurement Division of the Treasury, where, with the requests of all other groups, they are considered in the light of the funds available which determine the size of the structure, the total space requested by the individual groups, and the needs and service of the group to which the space is to be allotted.

Director Warburton in a recent memorandum recommended that requests be based on 150 square feet for each agent or assistant and 250 square feet for one office clerk, files, and storage. Large rooms are frequently used jointly by two or more Federal agencies, such as the



Maxine Turner, home demonstration agent in Stephens County, Okla., has a convenient up-to-date office in the new Federal building.

times it has been difficult for folks to make the normal use of the post office building and impossible for the agents to obtain more space.

The allotment of space in Federal buildings is the result of a cooperative agreement between the Treasury Depart-

Civil Service Commission and the Extension Service. This arrangement allows for committee meetings, aids in keeping the request for extension space conservative, and makes the most efficient use of large areas. More than 240 extension offices are now located in Federal buildings.

A Visit to Four Clubhouses

Built by Women of Caddo Parish, La.



A rejuvenated schoolhouse is the home of the Kiethville Club.

WOMEN of the home demonstration clubs of Caddo Parish, La., and their able home demonstration agent, Mattie Mae English, all believe strongly in home demonstration clubhouses where a body can meet others, plan, can, and entertain to her heart's content. In short, they have wanted and acquired permanent homes for many of the clubs of the parish.

These homes are of as many different kinds, and they were obtained in as many different ways as there are clubs. There are big ones and little ones, log houses and old schoolhouses, expensive ones and cheap ones, but all are equipped with kitchen and canning equipment, and all are the pride of their owners.

It was not possible to visit all the clubhouses in Caddo Parish when a member of the REVIEW staff recently spent a day there. Miss English picked out four of them, and the start was made bright and early in the morning for the first visit to Keithville.

The new white paint of the old abandoned schoolhouse fairly gleamed in the morning sunlight as the visitors drove up. The merry sounds of children at play in the yard showed it to be a true community enterprise, for a W. P. A. recreation center was one of the many uses to which the building was put.

Just inside the door the women were lined up to greet the visitor and eagerly tell just how the clubhouse grew. After the idea had occurred to them, it was necessary for cleaning and painting to be done; and affairs for raising money were held before the clubhouse emerged as now into a spacious assembly room painted a

cool green, wired for electricity, equipped with a stove and canning equipment, a piano, and uniform, comfortable chairs. The total expenditure was \$103.75, and they reported all bills paid and money in the treasury.

A fact that pleased the women was that the men of the community considered the clubhouse a desirable place in which to hold their agricultural meetings.

The next stop was at Highway 80 Clubhouse, just a little off the road and approached under a big sign which proclaims it to be the right road to the clubhouse. The building was a pretty sight as it came into view, low-lying and white, with a trellis on either side of its inviting door and an attractive round stone doorstep. The up-to-date kitchen was being put to good use, for the aroma of fried

chicken and hot biscuits foretold a dinner worthy of the clubhouse.

A tour of the buildings and grounds with a group of proud members developed the story of an amazing metamorphosis from an old deserted dairy barn to a charming clubhouse. Having seen the possibilities in the barn, the members put on their old clothes, overalls, and anything they could lay their hands on and started work. They hammered, sawed, sprayed, painted, and put in windows, then landscaped the outside and emerged with a clubhouse at a cost of about \$60, which included the purchase price of a cooker and sealer. Since then they have added more equipment, such as a sink, kitchen cabinet, cookers (one a 40-quart for beef canning and two 25-quart cookers), hot-water tank, deep well water, electricity and gas, and a sanitary toilet.

The assembly room has the row of high windows curtained with gaily dyed burlap and is equipped with chairs and a piano. The club is a live one, with 40 members and a fine record of home demonstration work in a live-at-home program. In addition to their many social activities they canned almost 20,000 quarts of meat, fruits, and vegetables, dried 152 pounds of fruit and vegetables, and corned 120 pounds of beef. In fact, this club was chosen as the outstanding club for 1935 in the fourth district of Federated Women's Clubs. The organization of a choral club is one of their most recent activities.

Waving good-bye to the Highway 80 Club with genuine regret, the home demonstration agent drove the length of the long, narrow parish in a vain effort to arrive at the regular meeting of the Blanchard Club on time. It was just a bit behind the appointed time when the



(Above) Beginning with the abandoned dairy barn shown above, Highway 80 Club built the finished clubhouse shown in the lower picture.



(Right) A true community center is the log clubhouse of Blanchard.



brown log house was sighted. The meeting was on drying vegetables, and after the subject was thoroughly discussed the women consented to tell about their clubhouse.

This clubhouse told a story of cooperation. The husband of one of the women furnished the logs; a local sawmill man became interested and hauled them; a builder saw what was being done and donated the cement; an architect drew the plans free of charge, and many men of the community donated all the labor they could possibly spare for 7 months to build it.

In the front of the building is a library, next an assembly room with a big fireplace of native rock. Each family in the community brought rocks for the fireplace. Behind the assembly room is the well-equipped kitchen. It is truly a community center, used by the Boy Scouts, choral club, orchestra, Sunday schools, and other organizations.

Women Build Clubhouse

The last stop, at about dusk, was to see the smallest clubhouse of all, but perhaps the most interesting. The Hosston Club was small, only about 10 active members, but they wanted a clubhouse. Three old engine houses were located about a quarter of a mile away, and the women obtained permission to use them. They tore them down themselves. The women who did not feel able to do the heavy work straightened the nails. They paid 75 cents to get the lumber hauled, and the men sawed the 16 blocks for the foundation. The women built the house entirely themselves. Inside it was finished with two rolls of salmon building paper. The tables were painted green. They wired the building for electricity, using fixtures the members had on hand. The owner of the land became interested in the enterprise and donated gas and electricity. The pressure cooker was being used by the relief organization and was given to the club.

The whole building cost less than \$5. It was started in January and was kept a deep, dark secret from Miss English. In March the clubhouse was ready for the regular meeting, and the energetic members of the Hosston Club sprang a real and efficient little clubhouse on the surprised Miss English, much to their and to her delight.

The sun was too low to get a picture of this last clubhouse, but the picture of the small building with its valiant club members waving good-bye from the door lives in the memory of the visitor.



Crops-Variety Field Day

Holds Interest of South Dakota Farmers

"HUTCHINSON COUNTY, S. Dak., crops-variety field day brought out about 150 interested farmers in spite of dry weather and in spite of the fact that it was held in the midst of harvest", states County Agent Harold E. Rott. The farmers were intensely interested in the demonstration plots of wheat, barley, and oats in each of which from five to seven varieties had been planted. The demonstration plots planted by one of the county's good farmers had done remarkably well in spite of dry weather which put the county on the Federal drought list.

The farm was selected by the county agent for the demonstration, and the farmer agreed to plant the seed furnished by the Extension Service and the South Dakota Crop Improvement Association. The varieties chosen were those which the demonstration plots at the experiment station had proved to be desirable and also some varieties not so recommended but grown locally. Equal portions of each variety were later harvested and the threshing done by the agronomy department at the college. These reports are given wide publicity in the county.

The field-day crowd inspected the plots with interest and discussed crops-improvement work with Ralph E. Johnston, extension agronomist, several directors of the South Dakota Crop Improvement Association, and H. R. Summer, secretary of the Northwest Crop Improvement Association. They also took keen delight in a barley-shocking demonstration. Many of the men present showed how they shocked barley, but the method which attracted the most attention was a cross type used extensively in southern Russia, which was shown by two local farmers.

This year 130 such demonstrations were located on 100 different farms in 40

South Dakota counties. Each demonstration meant the planting of from four to six different varieties of wheat or barley or oats. On a number of farms, as on the one in Hutchinson County, all three kinds of small grain were planted.

"Though we have experienced some very disastrous set-backs on account of severe droughts of recent years", reports Mr. Johnston, "splendid progress has been made toward the goal of crop standardization. I feel that the interest that crop growers have continued to show in such work as this in Hutchinson County is truly remarkable, considering the severe losses that they have been called upon to take during these unfavorable years."

Statistics of Farming in the United States

The statistical summary of the agriculture of the United States, instead of being included in the Yearbook as formerly, is now published separately in a paper-covered book sold for 50 cents by the Superintendent of Documents, Government Printing Office, Washington, D. C.

Lack of funds has made it impossible to print an edition large enough to supply county agents with free copies, but a supply of 5,000 has been printed and placed on sale to meet the demand for these valuable data.

The 1936 Yearbook of Agriculture, containing, in addition to the annual report of the Secretary, the results of a survey of superior germ plasm in plants and animals made in cooperation with State experiment stations, is proving very popular and can be purchased for \$1.25 from the Superintendent of Documents.

How to Prepare and Present Subject Matter

J. P. FAIRBANK

Extension Agricultural Engineer,
California

THE preparation of subject matter is largely a matter of time. Reservoirs of information on almost any subject are available to everyone. The problem is to find the time to extract from the many sources those portions of information which are desired. As the supply of time is less than the demand, the selection of a subject to work on is of primary importance. The subject must be worth the expenditure of sufficient time to do a good job. The preparation of subject matter for a poor project may require as much effort as for a good one. A good extension project, in my opinion, should meet most of the following requirements: Promote the adoption of practices having real merit and practical application; apply to a large area or to many people; be simple subject matter which can be clearly demonstrated, and be capable of results which can be measured.

The extension worker cannot rely solely on literature for his subject matter. As with everyone else, he has his own experience and observations from which to draw. There are the unpublished findings of research workers which may be used in some cases. Many farmers and mechanics are born experimenters and have a wealth of information gained from experience with their local conditions. The extension worker by cultivating the acquaintance of these men, taps a huge reservoir of information. Because of this fact, a survey in the form of personal interviews may be justified as one of the first steps in preparing the subject matter for a project. Information gleaned from such a survey may also be useful to the experiment station by indicating the importance of some problem, what attempts have been made by local people to solve it, what methods of attack have proved unsuccessful, and what methods show possibilities.

I am fully aware that the extension man may not be a research worker, but he needs sound and practical subject matter to extend. If his field contact will aid the subject-matter department or experiment station in arriving at

acceptable solutions of problems, such assistance may well be considered as a part of his job. The extension worker may sometimes help with experimental work on a project which he is to extend. This gives him a familiarity with the subject which begets confidence when he presents it in the field.

Preparation

The extension worker should know more about a subject than he intends to present. It is essential that he know the background of the subject, the findings and opinions of other workers, and minor limitations which, if included in a publication or a speech would serve only to confuse the reader or listener. This background prepares him to answer the unexpected questions.

My practice in preparing subject matter is to gather all the references on the subject that I can find, scan them, and select those which apply. A preliminary study shows the subheads into which the subject is divided. Then I laboriously excerpt the pertinent statements or data, placing together all items covered in a given subhead. This so brings together data and opinions that they may be quickly compared. Under these same subheads is included the information obtained from sources other than that in the literature. Having in mind the purpose for which the final subject matter is to be used, the gaps show up. Now steps can be taken to bridge the gaps by further search of literature, additional experimental work, or surveys.

Presentation

These suggestions on the presentation of extension subject matter are confined to lectures and demonstrations to groups of people.

An uncomfortable audience is a restless one. People do not like to stand through a lengthy speech. A seated audience is not only more attentive, but individuals stay put so that the speaker can spot those to whom he especially needs to

address his remarks. The problem of seating at a field meeting in a farmyard requires some ingenuity in using available materials such as lug boxes, planks on sawhorses, or chunks of wood, bales of hay, wagons, and hayracks, also cars lined up in a semicircle so that people can sit in them and on the running boards. This latter method is helpful in a raw wind. If a cold wind must blow, may it be from the north so that the audience can back up against the south side of the barn, out of the wind and in the sun. Let the audience look away from the sun or open doors and windows. White charts exposed to direct sunlight are hard to look at. A warm day, a lawn, and a big shade tree or two make a fine set-up for an outdoor meeting. Noises distract both the audience and the speaker, hence a thought to avoid a meeting beside a busy highway. The county agent must be depended upon to tactfully adjourn conferences on the outskirts of the crowd. Little can be done about dogs except to declare a recess until the fight is over.

What we have to say or to show is a waste of time unless the audience can hear, see, and understand what we are presenting. Obviously, it is of primary importance that we get attention at the outset and hold it. The speaker has the attention of the audience the moment he is introduced because curiosity is a common human trait. To hold attention is merely to keep the group interested in what he is saying or showing. Opening statements and mannerisms are important because first impressions are important. The speaker wants his listeners to relax with the feeling "This is going to be good", not to settle down with a "How long will he talk?" attitude. It is my observation that the first essential is to speak loud enough.

Dry subject matter is made easier to take by the judicious moistening with a little humor. A few chuckles now and then help to hold attention and need not cloud the sincerity of the speaker.

Some kinds of subject matter, such as rural fire prevention, can be effectively

presented by dialog. The audience is then "listening in", not "being told." The conversation and arguments must be natural, not stilted. The leads and replies should seem spontaneous and not memorized.

Illustrative materials aid in holding attention as well as in clarifying the discussion. Agricultural engineering subjects, for instance, lend themselves admirably to the use of illustrative materials, such as slides, film strips, motion pictures, models and actual machines, devices, or materials.

Charts can be very helpful in the presentation of subject matter, or they may be an impediment. They should be used only to clarify or emphasize important points. The use of a few charts often serves a good purpose, but they should be simple, tell a definite story, and be large enough to read. Fifty feet is the maximum distance at which an audience should be expected to read a well-lighted chart having clear-cut letters 1 inch high and strokes one-eighth inch wide.

The use of a blackboard is advantageous, not only to illustrate construction details or to emphasize significant figures, but also to hold or regain the interest of the audience. It is one way to break the monotony of a monologue.

The extension agricultural engineer has many opportunities to use models effectively to show how an object is constructed, how it works, or to illustrate distinct differences in the performance of devices or materials. Models could similarly be useful in other lines of extension endeavor.

The principle of showing contrasts is often a good method to follow in demonstrations. Contrast is an excellent way to demonstrate good lighting. A room is poorly lighted; a switch is thrown and the room is well-lighted. The story is effectively told by the quick contrast between bad and good.

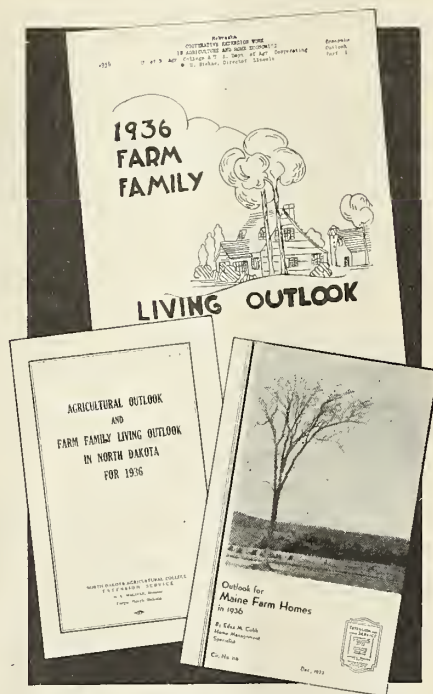
The Demonstration Must "Click"

It is important that the demonstration equipment work properly; a failure is embarrassing to the demonstrator and may raise doubts in the minds of some. Furthermore, it is important that the demonstration be made with dexterity. The extension man should be able to do in a workmanlike manner the operation he is demonstrating.

No matter how well subject matter has been prepared and presented, as the number of presentations increases, the extension man will make changes to improve clarity, emphasize some points which field experience shows to be of major importance, and delete others which prove to be of minor use.

Home Outlook Material

Exhibited at Outlook Meeting



A FINE exhibit of bulletins, charts, slides, and other aids which have proved useful to extension workers in presenting the outlook for the farm-family living was a feature of the recent National Outlook Conference held at Washington.

Some of the bulletins were printed, as the attractive "Outlook for Maine Farm Homes in 1936" which won honorable mention in a recent bulletin contest at the annual meeting of the American Association of Agricultural College Editors.

In other States, as Missouri, Vermont, and Georgia, the outlook for the farm-

family living was included in the printed outlook for agriculture. In Nevada the outlook for the farm home was included with the agricultural outlook in the periodical, "Economic Talks with Nevada Farmers." Ohio, Wyoming, and other States followed this plan.

Nebraska, Kansas, and New Mexico exhibited attractive mimeographed outlook reports. Summaries of home accounts had been mimeographed and were shown as effective aids in outlook meetings in Minnesota, Maine, and Illinois. Kansas exhibited some typed Problem Questions to Use in Outlook Meetings and Virginia showed Highlights to Bring Out in Club Meetings, which had proved helpful. Maine and Illinois showed a number of large charts used in outlook meetings and Connecticut, a series of lantern slides entitled "Family Living and Its Cost in Connecticut."

The increasing interest in this type of information is indicated by the latest statistical report showing that last year, 25,581 families kept home accounts according to a recommended plan, and 18,703 families budgeted expenditures in relation to income according to a recommended plan. More than 60,000 families reported that they had made use of timely economic information as a basis for readjusting family living.

The exhibit which showed the ways in which home-outlook material is being presented in those States which have done the most work in this field aroused a great deal of interest among those attending the conference.

County Agent Turns Turkey Farmer

During the last year, more than 1,000 people have visited County Agent H. L. Gibson's poultry-demonstration farm in Goshen County, Wyo. The annual turkey tour sponsored by the Turkey Marketing Association was held at this farm, which is the largest turkey farm in that vicinity. The 125 interested farmers attending inspected the up-to-date equipment. They were especially impressed by the simple methods of management

and feeding practices, home-mixed feeds being used.

The success of these usable methods is indicated somewhat in the farm's 1935 production records which show that out of 2,130 3-day-old turkeys shipped from California 2,060 birds, averaging 16 pounds each, were raised in 6 months.

A TOTAL of 10,526 Arkansas farm families are enrolled in the live-at-home program. In addition, 2,325 have entered the plant-to-prosper program.

A Negro Farm Agent

Studies the Needs of the People

JOHN W. MITCHELL

Negro District Agent, North Carolina

WHEN the opportunity came for me to serve as a county agent, I was assigned two of the largest counties, from the standpoint of Negro farm ownership, in the State of North Carolina. My mode of travel was a bicycle, which necessitated my living with the farmers a considerable part of my time. I experienced their actual living conditions, ate at their tables, slept in their beds, and drank water from their shallow wells and pitcher pumps. After treading a bicycle several miles a day, I walked through the cornfields and across the plowed land looking at growing crops and observing the methods of cultivation and farm practices of the farmers in those two counties.

The first important thing I learned was the meaning of a subsistence program of farming, the "live-at-home" program. The second fact that impressed me was that there were Negro farmers who, by working, saving, and increasing their land holdings, owned 300 or more acres of land. I learned that in 1925 there were 15,325 Negroes owning their farms and 6,736 part owners in the State of North Carolina, but the period between 1925 and 1935 had seen a loss in farm ownership. In 1930 the number had shrunk to 13,198 Negro farm owners and 6,513 part owners; in 1935 there were 14,343 owners and 6,030 part owners.

A third observation that I made among the successful people of the rural regions was the persistence of the people in overcoming handicaps, such as the elements, poverty, and the lack of many comforts. Confronted with semi-isolation, they pressed on in good spirit. In addition, they had great tact in making adjustments; they were able to get along with people. These four things I felt must be encouraged and developed among my people.

In 1935 of the 245,479 Negro men listed in gainful occupation in North Carolina, 139,268 were listed as farm operators. If 130,000 of these 139,268 men represent heads of families, there are more than half a million farm people whose destiny might be influenced by the right kind of teaching.

We agricultural people are careful when we want to grow a ton-litter of pigs in 6 months. In addition to selecting good parent stock and careful breeding, we surround the pigs with comfortable quarters and feed them a balanced diet. When broilers are desired to weigh 1½ pounds at the age of 10 weeks, or layers at the age of 5 or 6 months, a similar program is used.

An educational program intended for the people, young and old, considering the percentage of population that the Negroes constitute in the Southern States, should get equally careful consideration from the educators and public-spirited citizens who are thinking about the future welfare of all the people.

I am of the opinion that the farmers of both races who have suffered the severest in recent years could not qualify when measured by the "Five Essentials in Agriculture"—an ample supply of food and feed, soil conservation, cash income, ownership, and social adjustment in family life and in community life. Training in these five essentials, developing and using the native ability of the Negro farmer, would go a long way toward improving his lot.

Professional Training for County Agents

(Continued from p. 162)

The requirements recommended were: First, an agent may become eligible when he has served 10 years in the Extension Service.

Secondly, an agent must be a graduate of an agricultural college or must have attained training sufficient to have an equivalent knowledge of scientific agriculture.

Thirdly, an agent must have attained graduate credit either in agricultural economics, agricultural education, rural sociology, or some other specified agricultural subject through group study, correspondence, or university residence study; or the agent shall have made some definite effort to improve his ability to do the job through systematic supervised home study, field study, conferences, or directed readings.

Fourthly, the agent shall have worked out and placed in operation a county agricultural program that includes an agricultural policy for the county and a year's program of activity such as meetings, demonstrations, tours, and other events covering as many projects as are of major importance to his county's agriculture.

It was suggested by Mr. Abbott and his committee that nominations for the distinguished-service certificate may be made by affiliated State organizations, or by one agent for another, or by the N. A. C. A. A. when in regular or executive session.

County agent supervisors will be asked to help analyze reports and other evidence to be used as a basis for awarding distinguished-service certificates.

Directors Favor Advanced Study

When carrying on research relative to professional training in 1934, the committee found the directors of extension in all States agreeing favorably to these questions: "Do you consider the future of county agent work in your State sufficiently important to justify special preparation for the job?" and "Do you believe that graduate study is justified when one chooses to make county agricultural agent work his profession?" Most agents appreciated the importance and value of graduate study and training in their activities, but due to the lack of time or the opportunities for such training with the responsibility of their present program nothing was being done.

The new plan recommended by the committee and the idea of awarding distinguished-service certificates have met with popular approval by agents throughout the Nation, according to Mr. Abbott. After nearly 6 years of searching for a solution to the all-important problem, the present scheme recommended at the last convention of the N. A. C. A. A. by Chairman Abbott and the pioneering committee promises encouraging acceptance by the States and certain progress for the year in attaining the goal of providing such opportunity to all agents.

The committee this year is composed of the following members: Chairman Elmore O. Williams, Toledo, Ohio; D. Z. McCormick, Council Grove, Kans.; C. C. Kellar, Springfield, Mo.; and R. B. Mihalko, New City, N. Y.

THE Bureau of Agricultural Economics estimates that the total food supply will be 97 percent of last year.

Looks Good for the 4-H Clubs

Early Reports from the South

Show Encouraging Growth in 4-H Clubs

Final reports are not in as this goes to press, but a preliminary survey brought out interesting facts about the development of club work in some of the Southern States. Enrollment has gone ahead by leaps and bounds during the past year, and the work has tended to supplement the agricultural program in soil conservation. Club leaders from a few typical States tell the following stories:

More Soil-Building Crops

CLUB members in South Carolina are using more soil-building crops, such as lespedeza and soybeans, following small grains and Austrian field peas, vetch, and clover following cotton. Many boys use cowpeas or soybeans in their corn demonstrations.

Many club members are also growing a corn-hog, corn-poultry, or corn-calf demonstration, or a combination of these. This, of course, involves pasture improvement and hay and food production. Each year club work with older members increases its tendency toward a cross section of the farm activities. When boys can sell corn at a premium of 50 to 75 percent above market price through livestock they feed it to the livestock.

For a number of years soil-building practices have enabled 4-H corn club members to average 36 to 40 bushels of corn per acre as against a State average of 14 bushels.—*Dan Lewis, State boys' club agent, South Carolina.*

Dependable Seed Growers

We are very proud of our corn-club members in Rapides Parish, La., who for the past several years produced the most dependable high-grade seed corn in the State. Their product was sold by their own organization for a number of years, but it finally became too large, and in the meantime a State seed-certification specialist was added to the State force. The club members joined the association and are producing certified seed under the State plan.

Some club members are planting velvet beans and cowpeas in their corn, but the majority of them interplant with soybeans. It has not been our idea to try

for exceptionally large yields of corn but to obtain a fair yield of good-quality corn and, at the same time, build up the soil. These instructions have been almost universally followed in 4-H club work in Louisiana.

Membership in corn clubs has increased by more than 500, and livestock club enrollment has kept pace with crops enrollment. This year shows 2,844 pig club members as compared to 2,321 members in 1935, and 878 dairy-calf club members as compared to 731 members last year. In addition, a baby-beef project with about 125 members has been started.

More than 1,200 cotton club members were advised to plant vetch in the cotton crop after the cotton was one-half to three-fourths picked or during the month of September.

This year shows a healthy improvement in club work.—*W. C. Abbott, State club leader, Louisiana.*

Standardized Varieties

An accomplishment in crops club work for 1936 is the standardization of corn and cotton varieties among club boys. For a number of years we have tried to get the county 4-H club council to adopt one variety of corn and one variety of cotton to be used by 4-H club members in the county. This year R. M. Lancaster, district club agent for south Mississippi, took this matter up with each of his county councils, and 40 of the 42 counties adopted one variety of corn and one variety of cotton for the use of their members in 1936.

In Leake County, 47 4-H corn-club boys turned under good crops of hairy vetch and, without the use of any addi-

tional fertilizer, increased the yield of corn an average of 21.2 bushels per acre.

There are 7,000 more boys enrolled in 4-H clubs this year than last year. Nearly all lines of club work showed an increase, but the largest gains were in corn clubs, forestry, pig clubs, farm accounting, and terracing. The new projects offered, which included soil-erosion control, bird study, entomology, and game management, showed good enrollment.—*James E. Tanner, State boys' club agent, Mississippi.*

Enrollment Doubled

It would be safe to say that the acreage in crops planted by 4-H club boys in Texas was doubled this year, for we have 24,565 boys enrolled in 4-H club work, or nearly twice as many as last year. Many of the boys have planted their corn in alternate rows with field peas, as a soil-conserving practice.—*L. L. Johnson, State boys' club agent, Texas.*

Well-rounded Farm Plan

We urge every livestock club member to grow a feed crop if it is possible. A well-rounded plan for senior club members is to grow one cash crop and to conduct one livestock project. The enrollment in forestry usually includes soil building. Much of the forestry work done by Tennessee boys has been the planting of black locust seedlings on eroded land.

There are 17,551 more boys and girls doing club work in Tennessee this year than last year, with 54,832 members enrolled. 4-H clubs are organized in 1,406 communities, including each of the 95 counties in the State. The most popular clubs are corn, poultry, swine, Irish potatoes, tobacco, and cotton. Among those projects showing the largest increases in enrollment are corn, dairy, bees, and forestry. We are also much gratified over the fact that there is an increased interest in farm accounting since this was included in the program 4 years ago.—*G. L. Herrington, Boys' 4-H club leader, Tennessee.*

Recently Mr. Longsdorf studied the listening habits of 800 Kansans. The results of his study, which was based on personal interviews, throws a new light on the old broadcasting problem of "Who is listening in?"

THE farm radio receiver has become a valuable educational instrument for use in the homes of rural America. Radio to the farmer and to the farm homemaker is becoming as indispensable as the tractor, the combine, and the kitchen range. It is finding its niche in a formerly vacant corner of the lives of rural people.

Here is centered the medium that takes away the isolation of homesteading. Here at the turn of the dial, is an endless school of education—the science of farming, the best literature, the news of national and international import, and entertainment in the form of drama, opera, and orchestral renditions. And those fingers that turn the radio dials in our rural homes are guided by the dictates of minds grasping for more education.

Facts Wanted on Farm Programs

Do farmers wish entertainment interspersed with farm topics?

Perhaps the answer may be that of a wheat farmer with whom I recently talked. He had just pulled up to his storage bins with a load of wheat from the combine.

"My time is limited, and when I want markets I want nothing but markets. When I want to hear about Hessian fly control, that's what I want to hear. So give me just the facts", was his comment. "I like entertainment, but I want it when I have my work finished. Radio stations that give farm facts at a time when we can listen are doing us farmers an invaluable service."

Repeated queries as to the time farmers prefer agricultural programs receive this general answer: "Broadcast them during the noon hour when we're in from the field. We get little time to listen much before 12 o'clock noon, and we're usually ready to start work shortly after 1:00 p. m."

Some farmers believe that there would be an appropriate time for farm pro-

grams during the evening hours, between 6:30 and 8:30 p. m., after the day's work is finished. Others suggest the breakfast hour. But the midday period is favored by the majority.

News an Important Factor

I would estimate that 95 percent of farm radio owners that I interviewed placed news as of first importance.

In considering radio news with a farmer and his wife, the wife began by discussing the effects that a certain international move would have upon the price of wheat. Her husband was certain that import restrictions of some of our foreign countries would be responsible for a decreased local demand for wheat. Such being the case, it would mean that too much wheat grown in this country would glut the market and put the price far below cost of production.

"Just last night I heard a news flash telling about a foreign country developing a wheat that could produce many times more bushels to the acre than wheat grown in this country", interjected

the farmer. "All day, as I was driving my tractor, I kept thinking how that might affect wheat producers here in the United States."

"By the way", again joined in his wife, "do you remember that report given as to exports of lard and other pork products before the World War, and how we're now exporting only a small fraction of that amount? What's that going to do to the price we're going to get for our hogs?"

From farm topics our conversation turned to international affairs, tariffs, floods, and cyclones; and, quite American like, the husband ended with a summary on how the big league baseball players rated.

These news flashes give rural people a stimulus to read their weekly and daily newspapers and their farm magazines.

Here is another case of what radio means to the farmer. I recall a mid-morning visit to an enterprising farmer. I went to the barn where I had expected to find him. One of his boys said, "You'll find dad in the house. I think he's listening to the radio!"



Is Anyone Listening In?

Radio Passes Acid Test in Kansas

L. L. LONGSDORF

Extension Editor, Kansas

Ten o'clock in the morning and a farmer in the house listening to the radio!

As I knocked at the back door, sure enough, the radio was on, and from it was heard a serious discourse on the national monetary situation. The man came to the door, carrying with him a pencil and paper.

"Good morning", he greeted. "Well, you caught me in the house this morning. Come in and sit down. This speaker will be through shortly."

I took a seat near the radio, and my host again seated himself in an easy chair, pulled out his pipe, and proceeded to listen. Finally the monetary question was settled, and the farmer, without noticing his guest, began figuring on the sheet of paper.

Finally he said, "You know the thing I'm most interested in right now is this monetary situation. I've just been figuring what this dollar business is going to mean to my business."

"I follow these reports in the papers telling when certain nationally known experts are going to talk. I always find time to hear them; I make it a part of my farming business."

This particular farmer had no reason for excusing himself for being in the house in midmorning listening to the radio. His farm was well managed, terraces wound their way over rolling fields, pumps were working to irrigate a corn-field below the farmstead, and a tractor was purring its way across fertile fields.

What Program is Most Popular?

The recent Kansas survey of about 800 listeners showed that 78 percent of the farm men and 85 percent of the farm women preferred news broadcasts above all other educational programs listed. "Important Events" stands second as the program preferred by 56 percent of the men and 49 percent of the women.

Market reports stood high among the men, with 85 percent of them placing it high in preferred programs. Talks on farm problems were listed by 69 percent of the men, debates on timely questions 34 percent, talks on economic problems 31 percent, talks on current events 45 percent, and housewives' information was listed as preferred by 14 percent of the men.

Talks on current events were placed high by 47 percent of the women, with market reports claiming 46 percent, housewives' information 68 percent, talks by important people 40 percent, physical-culture programs 44 percent, classical music 27 percent, and talks on economic problems were preferred by 20 percent of the women.

A summary of the survey shows that, when applied to the entire set-owning population of the State, it is estimated that about 13,700 set owners on farms and 14,100 set owners in towns listen regularly to KSAC programs. Current estimates of the radio population indicate that there are approximately 300,000 sets in working condition in the State.

Appeal to Rural Youth

One group to whom good radio music makes it appeal is the rural youth group. It is to them that many educational broadcasting stations are turning in acquainting them with the history of music, the intimate and fascinating stories of composers, by music appreciation hours.

Radio station KSAC has given to this phase of broadcasting from ½ to 1½ hours each week for the past 6 years. These programs are in charge of music faculty members and junior and senior students in music.

Included in the category of music selections to be studied run such compositions as: Indian music by McDowell and Cadman. Here may be mentioned *From an Indian Lodge* and *From the Land of the Sky Blue Water*.

A study is made of Negro music, as *Nobody Knows de Trouble I've Seen*, *Goin' Home*, by Fisher-Dvorak; and *Deep River* by Fisher. Country dances comprise another list. Here may be named *Old Dan Tucker* and *Money Musk No. 1*.

Literature Enters the Listening Scene

Many literary programs are broadcast for farm and urban dwellers. Station KSAC is radiocasting a series of weekly half-hour literature programs.

In the selections made by the head of the staff of reviewers are included such literary works as: *The Canterbury Tales*, by Chaucer; *The Oregon Trail*, by Parkman; *Stories of Vanished Frontiers*, by Cooper, Harte, and Mark Twain; and *The Vicar of Wakefield*, by Goldsmith.

Radio has brought into the formerly isolated farm homes the happenings from the outside world. It has brought the farm and city into closer harmony. It is acquainting the rural folk with many of the educational features that formerly only the city dweller enjoyed, for they are listening in on the good educational broadcasts.

THE Mobile (Ala.) Agricultural Club brings together farmers, businessmen, and agricultural workers once each month.

Coordinating County Resources

(Continued from p. 163)

committee met in an all-day session and drafted a program calling for a reduction of about 9 percent of the land which has been in grain, vegetable, and fruit crops and the seeding of this acreage to legumes and pasture crops for feed and soil-improvement purposes.

When the soil-conservation program was released through the United States Department of Agriculture last spring, its objects and purposes were so closely allied with the recommendations of the program-planning committee in this county that there resulted a coordination of efforts and accomplishments along the line of soil improvement and the adjustment of crop acreages. Fortunately, many of the same farmers who constituted the program-planning committee in this county were elected committeemen in this soil-conservation program. These men possessed a much clearer understanding of the objectives involved in this new agricultural project and have been of great value to the county agent in conducting the educational features of this soil-conservation program. It is through this coordination of plans and purposes that the new agricultural program in this county has progressed.

More Lime

Nearly 750,000 tons of agricultural limestone will be used on Illinois farms during 1936. The drought, emphasizing the importance of clovers and alfalfa, made farmers realize the importance of obtaining successful stands of these legumes through the use of limestone. Almost a half million acres of Illinois land will be tested for lime requirements during the year. In Madison County, the leader in this project, 11,000 acres have been tested for 406 farmers. During the period 1923 to 1934 more than 230,000 tons of limestone were applied. In 1934 the county had 11,000 acres in sweetclover and 17,800 acres in alfalfa. There was 1 acre of alfalfa for every 15 acres of farm land in the county.

HOME demonstration agents from 44 counties in Iowa recently attended a 4-day training school on electrical equipment. Rural electrification projects have been started in these counties.

IN BRIEF • • • • •

County Agricultural Building

The first of several county agricultural buildings to be completed in South Carolina was dedicated October 2 in Saluda County. This building and others under construction or contemplated are being constructed with W. P. A. funds and will be used for the offices of the county extension workers, for farmers' meetings, and for other county farm activities. The assembly hall in the Saluda County building will seat approximately 150 persons. Similar structures are under way in Barnwell and Lexington Counties, and several other counties have applications before the State Works Progress Administration.

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Recreational Center

A recreational center that will house farm delegations, 4-H club groups, vocational agricultural students, and others attending short courses at Alabama Polytechnic Institute is nearly completed. Each of the 30 cottages will accommodate 24 people, and 600 people may eat at one time in the dining hall. This building also may be used as an assembly room for 1,000 persons. The buildings are being erected by the P. W. A. on the college campus and were designed by the college school of architecture and allied arts.

This fine equipment represents the realization of a vision which President Duncan has had for many years.

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Hold That Soil

That is what the soil-conservation practices did in New Jersey during a 3-inch rain. Every terrace, diversion ditch, gully-control dam, and other conservation devices functioned satisfactorily. Uncontrolled fields were badly washed during the 1-day storm.

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Old Yet New

Soybeans have been known for at least 4,800 years. They were introduced into the United States about 1804. However, it has not been until recent years that any considerable planting of this crop has been made. In 1935 more than 35 million bushels were produced. Last year 91 million pounds of

high-grade soybean oil were pressed, and at least half of this total production in the United States came from Illinois, where more than 35 mills are crushing the beans. More than 60 factories are turning out industrial products from this increasingly popular farm product. The rapid development in recent years has in part been due to variety demonstrations, seed-selection activities, and production campaigns conducted by county agricultural agents and extension specialists.

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Trading Sires

County Agent M. L. Tillery, of Bingham County, Idaho, has an "Encyclopedia Bullanica" in his office. In it is kept a record of all the sires in the county. With this information before them farmers have traded sires without even seeing the animals. "The well-kept record and the careful selection of bulls as to type and breeding has not caused any difficulty, and everybody is happy", reports Mr. Tillery.

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More 4-H Progress

Indian 4-H club members in Montana are making great progress. There are 44 clubs, with a total membership of about 400 members, on the 5 Indian reservations in the State. A team of girls from the Fort Peck Indian Agency won the Roosevelt County livestock judging contest and placed well up in the list of 27 teams competing for State honors.

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4-H Clubhouse

4-H boys and girls of Clinton County, Ind., have a new clubhouse located on the county fair grounds. It was paid for with funds derived from the operation of seed-corn testers by 4-H club members last spring. The club fund was supplemented by a contribution from the county fair association.

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Cotton Seed

A total of 1,001 acres of cotton have been certified in New Mexico for high-quality seed production by the State crop-improvement association. Two varieties make up the total; 686 acres are in College Acala, and 315 acres are planted with Pardue Acala. The outlook for planting seed is good, and 1937 should see an increased acreage submitted for certification.

AMONG OURSELVES

UNCLE HIRAM GARLAND, after 13 years as a county agent in Oklahoma, retired to a 40-acre tract of land in McClain County just 14 years ago. The land was worn out, but, undaunted, ex-County Agent Garland faithfully followed extension methods and now has one of the best extension demonstration farms in the State. In 1935, Mr. Garland displayed oats running 70 bushels to the acre with a perfect stand of sweetclover and lespedeza in the oats.

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O. W. UNDERHILL has recently been employed by the North Carolina Extension Service to carry extension programs to approximately 1,500 deaf farmers in the State. The work will be cooperative with the State school for the deaf where Mr. Underhill was formerly employed.

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O. R. LE BEAU, associate professor of agricultural education at Hampton Institute, Hampton, Va., which trains many Negro agricultural extension agents, has recently received the degree of doctor of philosophy from Cornell University. Dr. Le Beau's doctoral thesis deals with "Factors Affecting the Need Among Negroes for Graduate Courses in Agriculture."

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MRS. MARGARET H. TULLER has been appointed State home management specialist in the Montana Extension Service. Mrs. Tuller has had 9 years of extension experience as a county home demonstration agent and as State 4-H club agent in Missouri.

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W. A. RUFFIN, formerly extension entomologist in Alabama but for the past 3 years county agent in Pike County, has again been appointed to the State staff as extension entomologist.

—

DR. R. C. BRADLEY, extension poultryman in New Hampshire, gave up a trip to the Sixth World Poultry Congress in Germany offered him by the State Poultry Association in order that a loan fund for worthy students might be established with the money.



My Point of View

News Writing Improves

Published reports of home demonstration and 4-H club work in Washington County have shown a marked improvement which can be traced directly to a reporters' school held at Bartlesville for 26 reporters representing 4-H and home-demonstration clubs.

The school was conducted by Extension Editor Duncan Wall, who gave the six basic factors which are essential in a news story. After discussing these factors each person present wrote a news story. To furnish the news, a demonstration on transplanting tomato plants was given by a team of two boys. Each reporter's story on the demonstration was reviewed and constructive criticism offered on points that might improve the story from the standpoint of news value. —*Leta Moore, home demonstration agent, Washington County, Okla.*

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Club Work Interests Older Youth

My contacts with 19 Passaic County young women over 21 years of age during their 3 years of club work indicate that young people have a real interest in club activities.

Three years ago five girls met with a leader twice a month for 5 months. After several meetings of a social nature, they asked the home demonstration agent to talk to them and suggest some work they could do. For the remainder of the time they followed parts of the 4-H program that were more advanced. The success of their first year's work led them to continue the following autumn with the same leader and a more worth-while program. As a result of this, another group of older girls organized in an adjoining community.

Occasionally both clubs had social evenings. Each one had a publicity chairman who was responsible for sending articles to the newspapers about their meetings. Both groups followed work in clothing, food, and house furnishings. One club made clothes for two families at Christmas.

In 1935 these two clubs organized again for their third full year of work. In one club which met once every 2 weeks the membership consisted of young married women. The other group was composed largely of young women in business who met weekly. One organization carried four projects—namely, dressmaking, fancy work, home beautification, and cooking. The leader of this club attended the institute of rural economics at New Brunswick.—*Evelyn Slye Blake, home demonstration agent, Passaic County, N. J.*

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Inner Satisfaction

The most important things accomplished during the year cannot be expressed in terms of money. Take for example, the figures on canning done over the county. They are interesting, and one immediately feels assured that it was a profitable thing for the women. What really is of more importance, however, than the mere number of cans put up is the fact that the 405 farm homes in which this canning was done are getting better meals because of this food on their winter pantry shelves. Or, to go still deeper into the picture, from these 405 homes with better-planned meals there come 158 individuals with improved health due to wiser eating.

Consider the 70 persons who cleaned up their yards and planted shrubbery to beautify their homes, or the women who rearranged their living rooms that their families might be more comfortable. Their gains can never be expressed in terms of dollars and cents. These inner satisfactions are the true gains of extension work.—*Louise R. Whitcomb, county home demonstration agent, Kent County, Del.*

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Personality, a Factor in Extension Work

The success of an individual in any vocation of life in which he deals directly with the public depends very largely on the personality of that worker and the manner in which he contacts people, either as individuals or groups. This is especially true of the extension worker in his contact with rural folk while attempting to improve and further new

agricultural practices on the farm and in the farm home.

The value of a magnet does not depend altogether on its size but rather on the attracting force within itself, that stored-up power that is alert and ever reaching out, unseen and unheard, in all directions to attract certain elements that come within its magnetic field. Without this drawing power the magnet is no more than an ordinary piece of metal. This ability to contact people is one of the greatest, if not the greatest prerequisite of good leadership.

All the accumulated knowledge of the ages on any given subject possessed by the individual will not insure his success unless with that knowledge there is the ability to command attention, instill confidence, and establish right relationships. An old Greek philosopher once said "Know thyself" and set that idea out as the chief requisite of success.

To some folk flattery is a sweet morsel, whereas adverse criticism is a bitter pill to take. The flattery, however, may prove to be an injurious morsel, whereas the pill of bitter criticism may cure a long-standing ailment.

If one's program of work is not going across as it should, it might be well for that individual to adopt the "know thyself" philosophy and, in the introspection, eliminate the undesirable traits and in their stead adopt those practices that will insure a greater degree of success in contacting people in the effort to put over a given program.

Successful leadership implies not only a knowledge of what is needed but also a clear understanding of the best way to accomplish the desired result. The leader must be able to inspire, attract, direct, and control the actions of the group if he is to succeed. Confucius, an old Chinese philosopher, said many centuries ago, "I do not seek to be well known; I only seek to be worthy of being well known." A leader is not great for what he does; he is great for the personality within that enables him to contact and lead people, furnishing them the inspiration to work and attain the desired results.

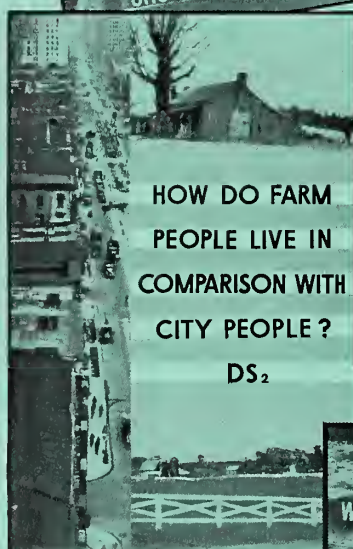
For life is the mirror of king and slave,
'Tis just what you are and do;
So, give to the world the best you have,
And the best will come back to you.

—*M. A. Sams, assistant agricultural agent, Nebraska.*

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Discussion Series 1936-37

Illustrated pamphlets of sixteen pages each, presenting pros and cons on the following eight questions:



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- Is Increased Efficiency in Farming Always a Good Thing? (DS-5)
- What Should Farmers Aim to Accomplish Through Organization? (DS-6)
- What Kind of Agricultural Policy is Necessary to Save Our Soil? (DS-7)
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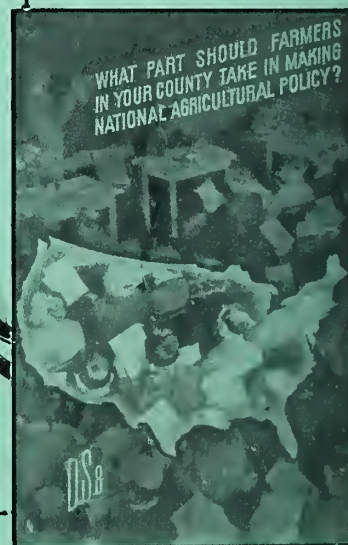
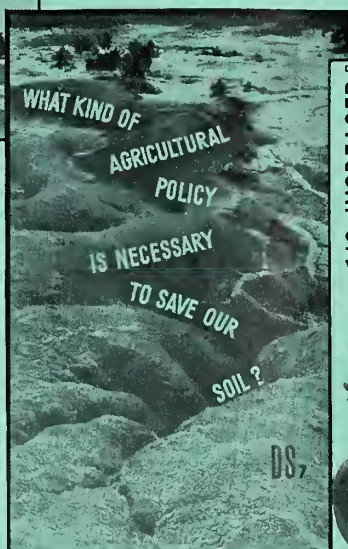
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Also available are revised reprints of two pamphlets on technique:

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